



# GLOBAL COMPETITIVE ADVANTAGE SURVEY

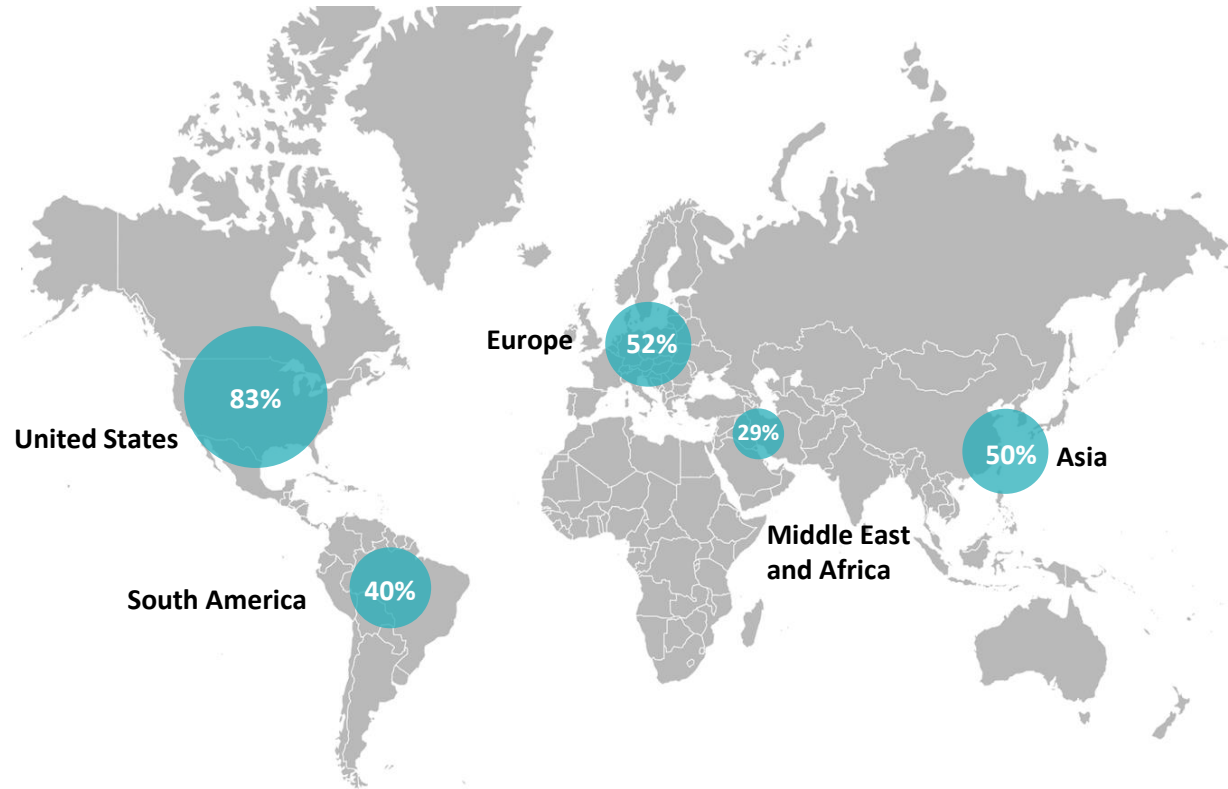
EDC Research Panel Report  
Export Development Canada – Marketing

# A NOTE ABOUT THIS REPORT

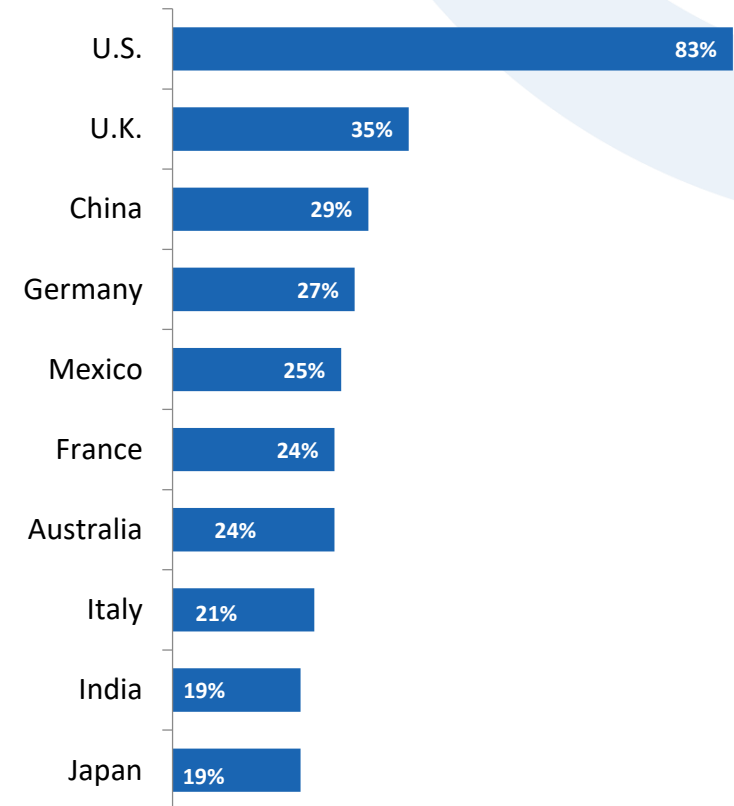
- This research report provides highlights of the findings for export-oriented companies; on how they define success in terms of international sales and how they are set up to be competitive in their international markets.
- A total of 629 people responded to this survey:
  - 109 respondents from the EDC Research Panel; and
  - 520 respondents from the Angus Reid Forum (ARF).\*
- The results presented in this report are based on the full sample of 629 respondents.

# EXPORT MARKETS

Most respondents said their company exports to the U.S., followed by countries in Europe and Asia.



**TOP 10 EXPORT MARKETS**  
Identified by Respondents

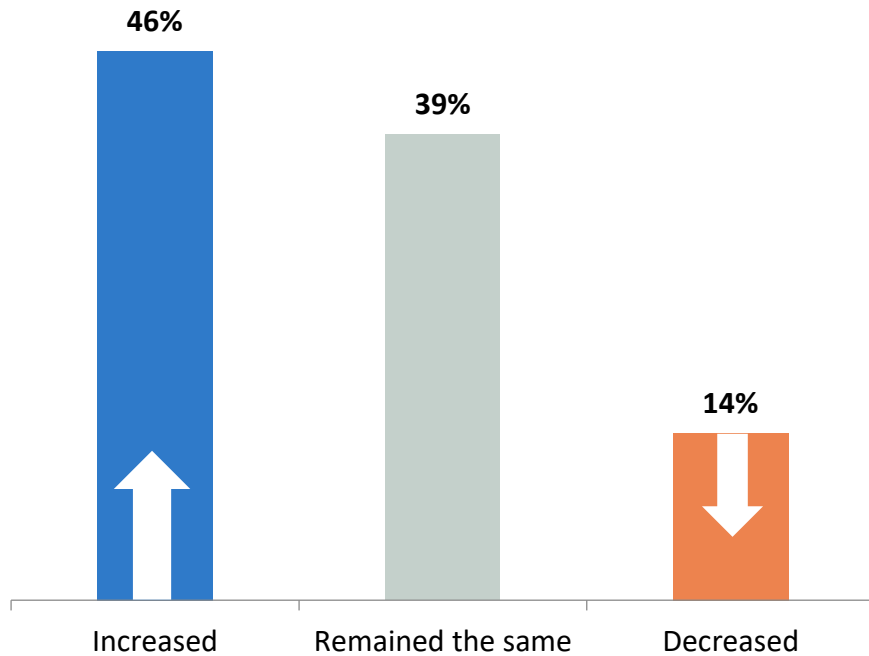


» To learn more about exporting to the United States, browse EDC's online guide:  
[NAVIGATING THE U.S. MARKET](#)

# EXPORT SALES

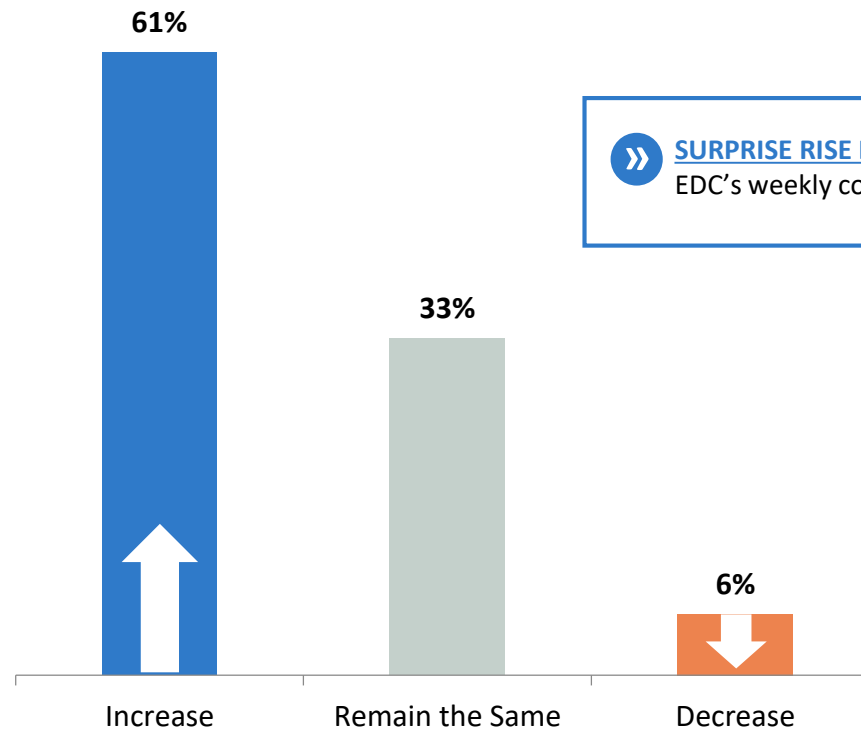
85%

Report an increase or no change to export sales in the last 12 months



94%

Expect export sales to remain the same or increase in the next year



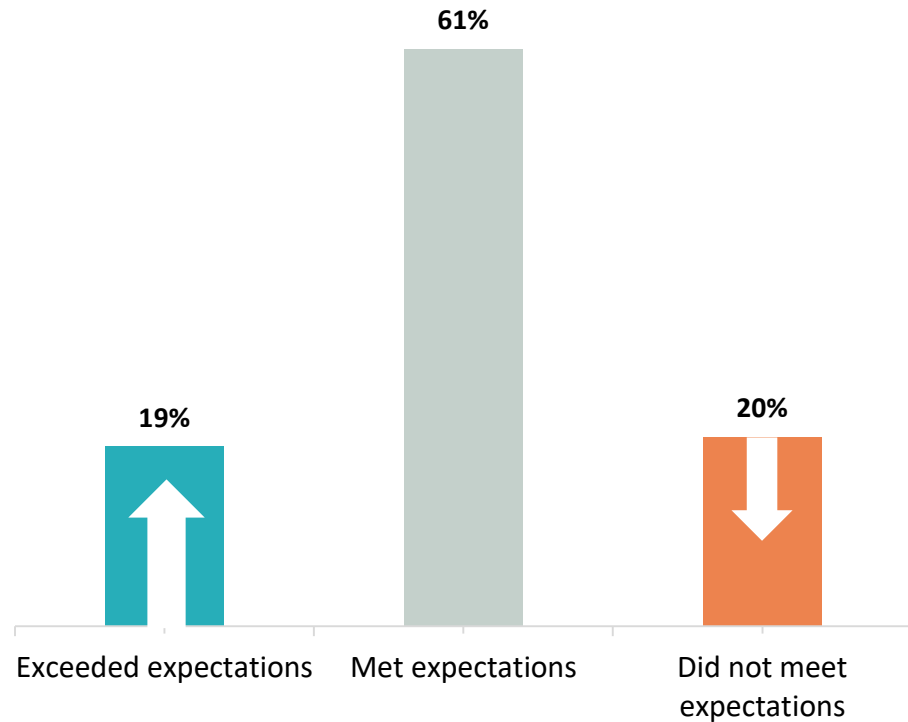
**SURPRISE RISE IN TRADE CONFIDENCE**

EDC's weekly commentary, June 22

# CORPORATE PERFORMANCE

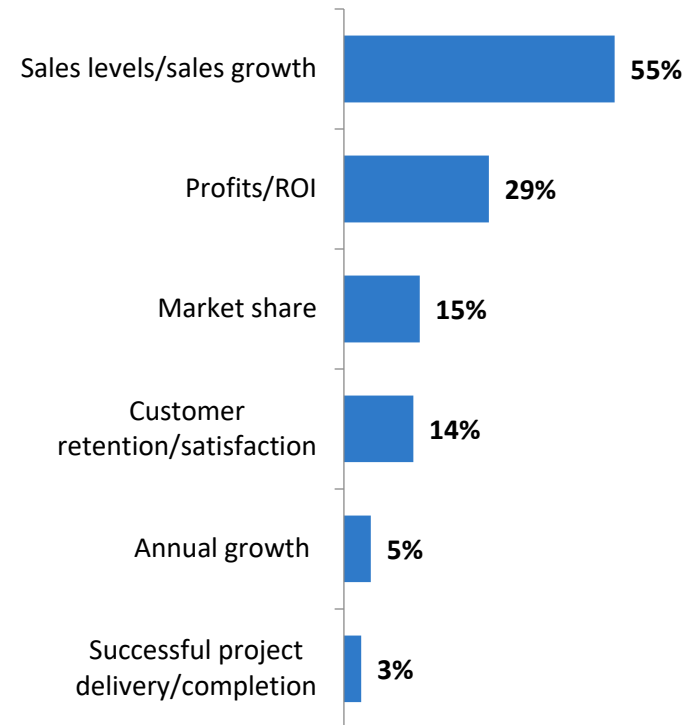
**80%**

Said their company met or exceeded performance measures in 2016

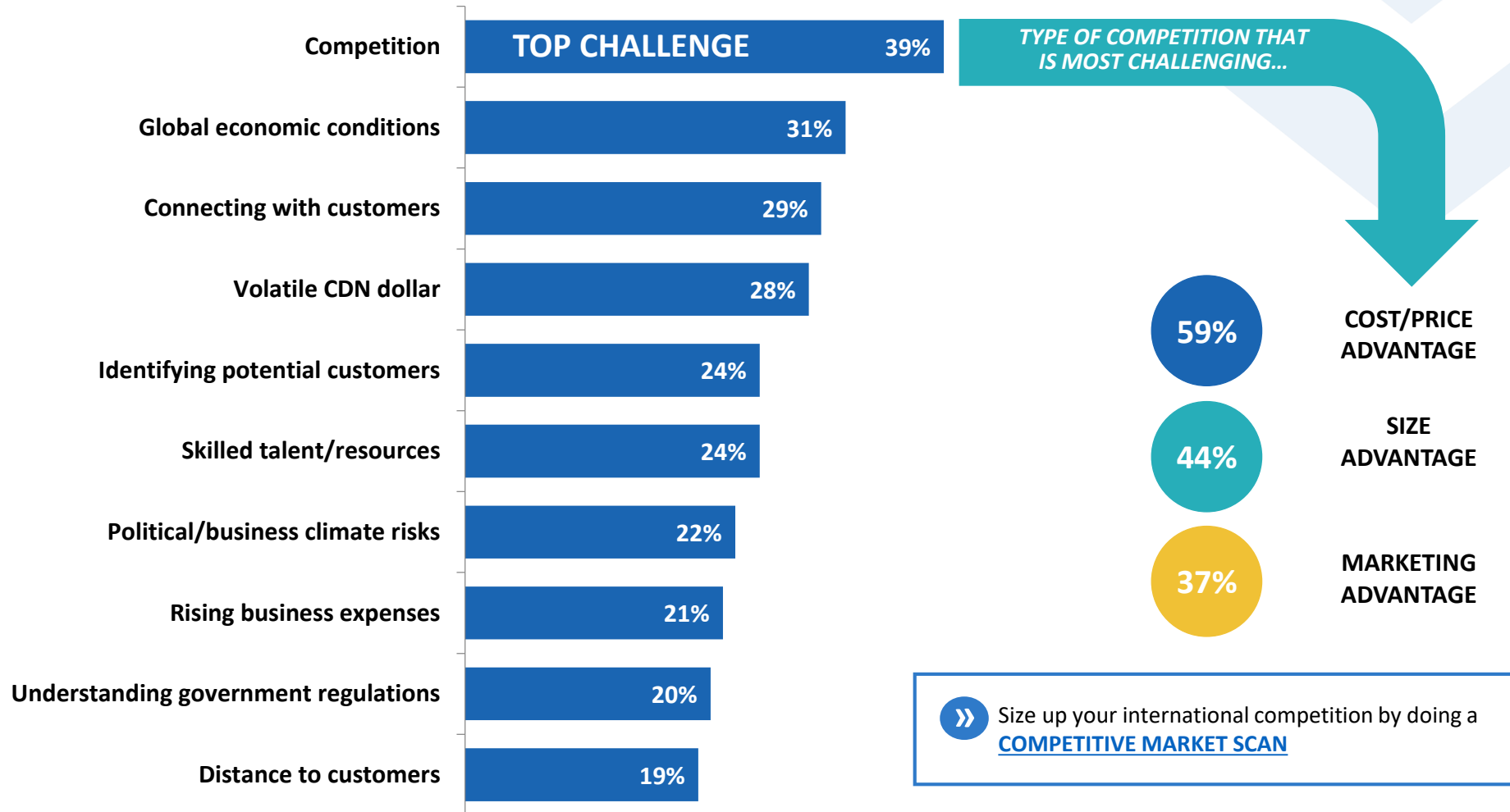


**55%**

Said their company defines success as it pertains to exporting based on sales or growth in sales



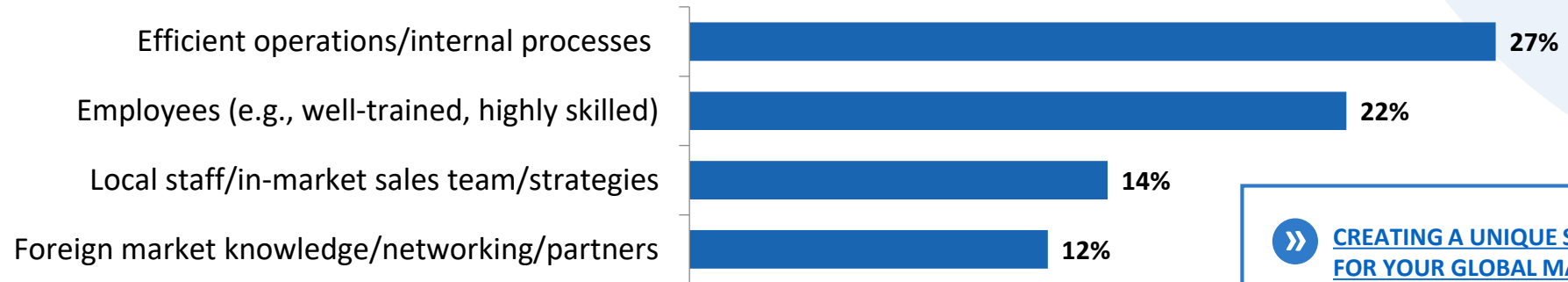
# EXPORT CHALLENGES



# GLOBAL SUCCESS FACTORS

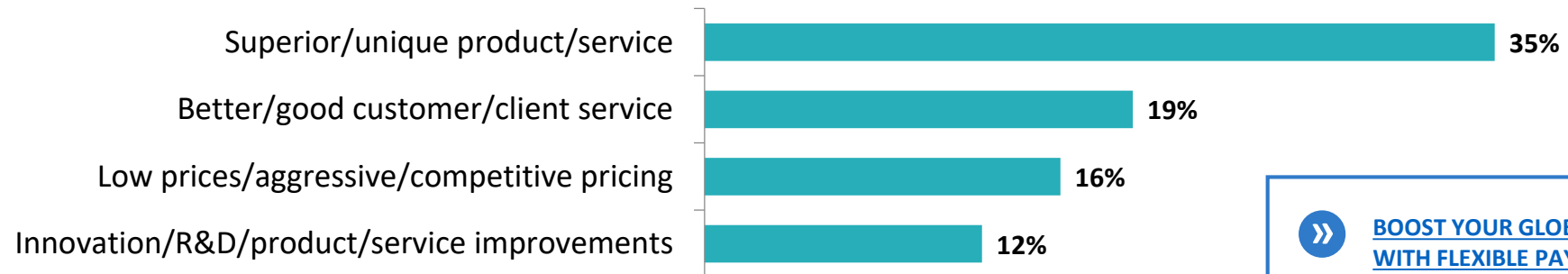
Respondents say companies do the following to stay competitive globally...

## INTERNAL PROCESSES used to stay competitive in international markets



» [CREATING A UNIQUE SELLING PROPOSITION FOR YOUR GLOBAL MARKET](#)

## EXTERNAL PROCESSES used to stay competitive in international markets



» [BOOST YOUR GLOBAL COMPETITIVENESS WITH FLEXIBLE PAYMENT TERMS](#)

[Top] Q18a: How does your company organize itself internally to stay competitive in markets outside of Canada (for example, what specific processes or skills does your company have in place to help you stay competitive)? (Multiple responses accepted) Base: n=359 (DK/NA removed: n=270); all exporters

[Bottom] Q18b: What specifically does your company do or offer in order to stay competitive in markets outside of Canada (for example, what makes your company, product or service stand out from the crowd)? (Multiple responses accepted) Base: n=373 (DK/NA removed: n=256); all exporters

# LOOKING AHEAD

Competition is a challenge  
for many Canadian  
exporters.

- The competition facing exporters will intensify if there is a retreat from globalization in the coming years.\*
- To be successful in a global economy characterized by shrinking markets and increasing competition, exporters will need to rely on their **competitive advantage**.
- EDC developed the **Global Competitive Advantage (GCA)** Index (based on Conference Board of Canada Research) to see how Canadian exporters stack up to key global success factors.
- Companies that have a higher **GCA score** are more likely to....
- export to more international markets; and
- exceed their corporate performance indicators.

\*Canadian Chamber of Commerce 2017 Crystal Ball Report



## LOOKING AHEAD

How well positioned is your company for success in the global economy?

- The **top drivers of GCA** are:
  1. **International networks:** leveraging your strong financials to attract clients or opportunities, and building relationships with key players in your industry within and outside Canada.
  2. **Innovative capabilities:** incorporating services into your product offering in order to differentiate your products and add value for the customer, investing in market(s) outside of Canada to strengthen/support/complement your business outside of Canada, and investing in R&D.
  3. **Skilled executives:** your executive team is committed to growth outside of Canada.
  4. **Foreign market knowledge:** tailoring your marketing strategy and customizing your products and services for each market.
- Are one of these drivers of global competitive advantage something that your company needs to work on?

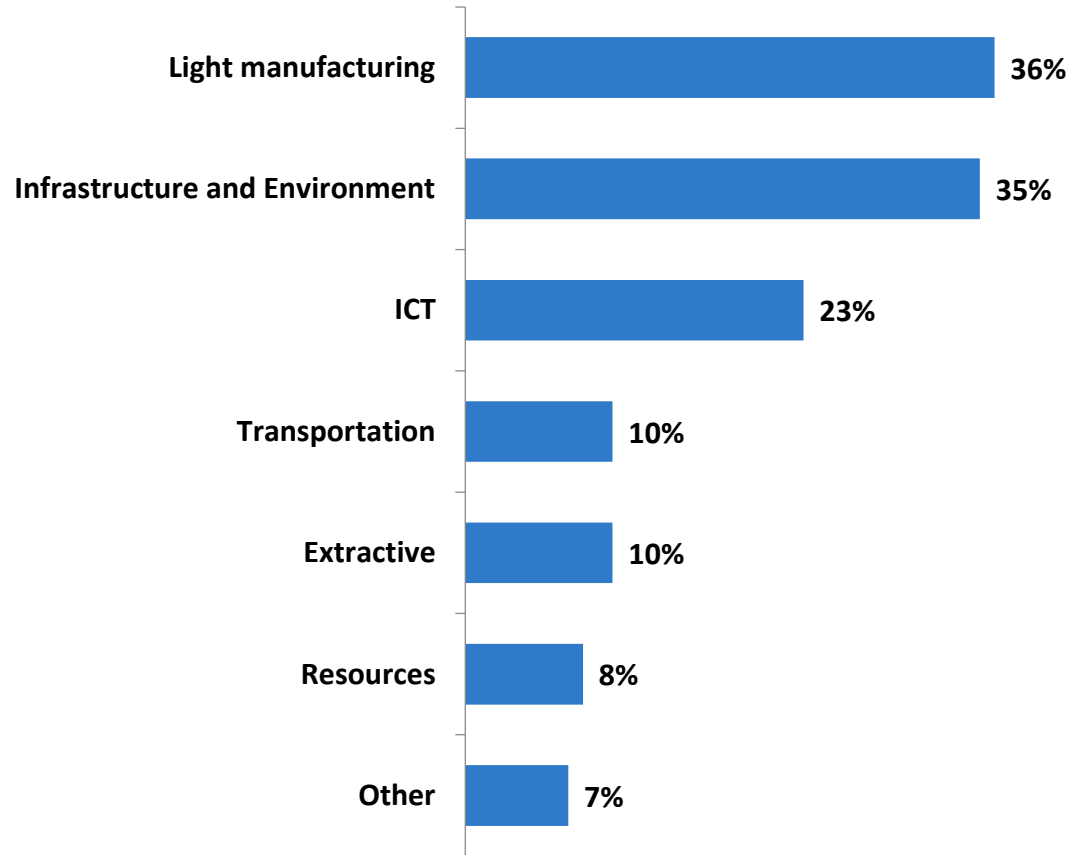


Visit [edc.trade](https://edc.trade) to build your knowledge of international markets and get tips on competitive export strategies.

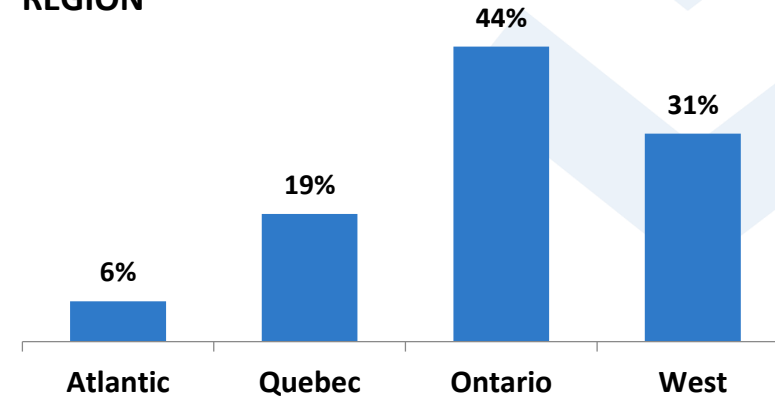


# FIRMOGRAPHICS

## MARKET SECTOR\*

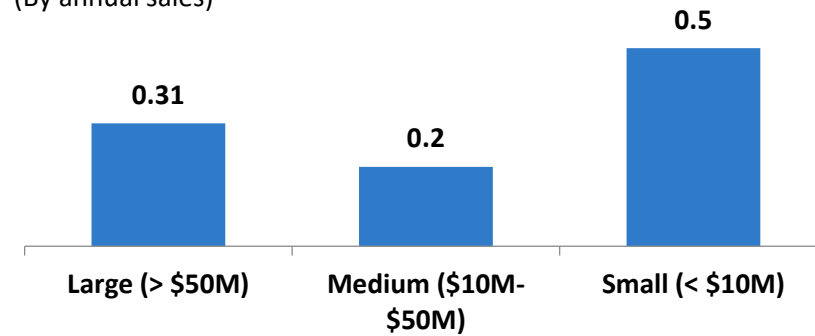


## REGION



## BUSINESS SIZE

(By annual sales)



# METHODOLOGY

- This survey was conducted with members of the EDC Research Panel and the Angus Reid Forum (ARF)\* between March 7 and April 2, 2017.
  - The EDC Research Panel is an online community of more than 1,000 Canadian exporters who voluntarily participate in regular surveys about trade-related topics and business challenges.
  - The Angus Reid Forum is a leading, Canadian, online, market research panel which was launched in 2006 by Angus Reid Strategies (now Maru/Matchbox) to give Canadians the opportunity to voice their opinions on a variety of topics and issues.
- A total of 629 people responded to this survey:
  - 109 respondents from the EDC Research Panel; and
  - 520 respondents from the ARF.
- This survey is not necessarily representative of all Canadian companies, but provides insight into the thinking of a group of export-oriented organizations.
- If you have any questions about this report please contact Jennifer Topping with EDC Strategy and Transformation: [jtopping@edc.ca](mailto:jtopping@edc.ca)

Ce document est également disponible en français.

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**TAKE ON**

**THE WORLD**

